

## Alley Pond Environmental Center's Privacy Policy

This privacy policy discloses the privacy practices for Alley Pond Environmental Center. This privacy policy applies solely to information collected by this web site. It will notify you of the following:

1. What personally identifiable information is collected from you through the web site, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

### Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. Databases containing personal information are securely stored and only accessed by authorized Conservancy personnel. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order.

APEC provides free electronic newsletters and updates – emails are gathered through users who voluntarily subscribe online (during registration or through our website) and at our facility. Unless you ask us not to, we may contact you via email in the future to tell you about special events, programs, etc., or changes to this privacy policy. Users may remove themselves from the mailing list by following the link provided in every newsletter or by contacting APEC.

### Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

### Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline. On our domain, we do not collect any information. We do collect information via our online registration portal. Note that we DO NOT store credit card information. Credit card security is enforced through PCI standards.

*What does it mean to be PCI compliant?*

A: The Payment Card Industry Data Security Standard (**PCI DSS**) is a set of security standards designed to ensure that ALL companies that accept, process, store or transmit credit card information maintain a secure environment.

Here are the relevant sections of the privacy policy of our online registration system (full policy here: <http://www.proclassonline.com/TermsOfUse.aspx>):

*Privacy.*

*Each party shall comply with all applicable laws and regulations governing online privacy in fulfilling its obligations hereunder and in collecting and using personal information about users of the Websites.*

### **Updates**

Our Privacy Policy may change from time to time and all updates will be posted on this page.

**If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 718-229-4000 or [info@alleypond.com](mailto:info@alleypond.com).**

### **Registration**

In order to register for programs or join as a member using this website, a user must first complete the registration form. During registration a user is required to give certain information (such as name and email address). This information is stored and used to contact you about the programs on our site in which you have expressed interest.

### **Links**

This web site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.